

## Message Text

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PAGE 01 MADRID 04607 200642Z

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ACTION AEC-11

INFO OCT-01 EUR-25 ISO-00 SCI-06 EB-11 HEW-08 RSC-01 DRC-01

/064 W

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R 191545Z JUL 74

FM AMEMBASSY MADRID

TO SECSTATE WASHDC 9510

INFO AMEMBASSY BONN

AMEMBASSY DUBLIN

AMEMBASSY BERN

AMEMBASSY ROME

AMEMBASSY THE HAGUE

AMEMBASSY STOCKHOLM

USMISSION EC BRUSSELS

UNCLAS MADRID 4607

EC BRUSSELS FOR USAEC

E.O. 11652: N/A

TAGS: BEXP, TECH, SP

SUBJECT: VISIT OF DAVID PURDY, PRESIDENT, CORATOMIC, INC.,  
BOX 434, INDIANA, PENNSYLVANIA 15701

REF: MADRID 3428 JUNE 4; STATE 127781 AND 95348

1. MR. PURDY ARRIVED AT EMBASSY MONDAY JULY 15 AND SPENT FULL WEEK (SAVE HOLIDAY THURSDAY) IN MADRID AND SANTANDER FULFILLING EMBASSY ARRANGED APPOINTMENTS WITH MEDICAL AND GOVERNMENT OFFICIALS. PURDY RETURNED TO COMMERCIAL OFFICE JULY 19 TO REPORT EXTREMELY POSITIVE RESPONSE BY ALL SPANISH CONTACTS WHICH HE SAID WERE "OBVIOUSLY ALL THE PROPER INGREDIENTS IN ORDER TO INITIATE EXPORTS TO SPAIN."

2. PURDY MET WITH DR. SENOR DE URIA, DR. MARTINEZ BORDIU, AND 3 COLLEAGUES OF RENOWNED RESIDENCIA SANITARIA LA PAZ, DR. CARLOS G. DURAN AND ENTIRE CARDIAC STAFF OF THE  
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PAGE 02 MADRID 04607 200642Z

NATIONAL MEDICAL CENTER, MARQUES DE VALDECILLA, SANTANDER,

AND AGUSTIN ALONSO SANTOS OF SPAIN'S NUCLEAR ENERGY BOARD.

3. PURDY HAS UNDERSTANDING WITH DR. URIA AND DR. BORDIU THAT 5 NUCLEAR PACEMAKERS A MONTH WILL BE SENT TO EACH DURING YEAR BEGINNING THIS SEPTEMBER (TOTAL 120 FOR THE YEAR) WHEN US FIRM'S PRODUCTION WILL ENABLE EXPORT. PURDY SAYS HE REGARDS THIS FIRST YEAR AS "CLINICAL TEST PROGRAM." AT COST OF OVER \$5000 PER PACEMAKER, PURDY OBVIOUSLY PLEASED.

4. PURDY WILL NOW SUBMIT REQUEST TO MINISTRY OF INDUSTRY FOR PERMISSION TO EXPORT NUCLEAR PACEMAKER TO SPAIN BUT STATES NO PROBLEM PERCEIVED AS DRS. BORDIU (RELATIVE OF GEN. FRANCO) AND URIA AS WELL AS MR. ALONSO ASSURED HIM THEY WOULD FOLLOWUP ON PURDY'S REQUEST TO ENSURE SPEEDY APPROVAL.

5. PURDY SAID FOLLOWING FIRST YEAR SHIPMENTS TO TWO SURGEONS, HIS FIRM WILL THEN SEEK SPANISH REP TO EXPAND SALES THROUGHOUT SPAIN. HE PLANS ON RETURNING TO SPAIN WITHIN 4 MONTHS TO ENSURE THAT THIS POSITIVE MARKET PENETRATION IS NURTURED PROPERLY.

6. COMMENT: WHILE PURDY EXTREMELY FORTH COMING RE DETAILS HIS STAY HERE, HE REQUESTED NO PUBLICITY BE ACCORDED HIS VISIT "SO AS NOT TO BENEFIT HIS COMPETITORS," WASHINGTON AGENCIES PLEASE NOTE. INASMUCH AS HEALTH CARE EQUIPMENT IS CAMPAIGN NO. 1 IN COUNTRY COMMERCIAL PROGRAM FOR SPAIN FY 75, DEPARTMENT IS REQUESTED TO FOLLOW UP WITH PURDY IN REASONABLE TIME TO ENSURE HIS FOLLOWUP AND ASCERTAIN TANGIBLE RESULTS HIS VISIT. POST OF COURSE WOULD BE DELIGHTED MEET WITH PURDY SHOULD HE VISIT HERE AGAIN AS STATED. PURDY HANDLED HIMSELF AS AN OLD PRO TO EXPORT AND COOPERATED IN EVERY WAY.  
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